

Scenario 1:

You are 'staffing' an information table at a community event. You look up to find your own personal MLA standing at the table. This is a perfect opportunity to tell a compelling story about what your organization is accomplishing.

What is your story?

Scenario 2:

You are at a dinner party with good friends and new acquaintances. The topic of your work comes up in the conversation. The table is quiet and everyone is listening. This is a great opportunity to tell an engaging story.

What is your story?

Scenario 3:

You are representing your organization at an international conference. During the coffee break you meet participants who are from another country. They do not know about the your organization or about homelessness in Canada. This is a great opportunity to tell a story that advances your cause.

What is your story?

Scenario 4:

You are on vacation and staying in a nice hotel. On your way back to your room after dinner you find yourself in the elevator with the Prime Minister of Canada. The elevator is slow. This is a great opportunity to tell the Prime Minister something he/she does not know about homelessness and your organization.

What is your story?

Scenario 5:

You are getting a haircut after a long but inspiring day at work. Your hair stylist is asking you about your day. This is a great opportunity to tell a compelling story and possibly say something he/she does not know about homelessness and your organization.

What is your story?

Scenario 6:

You are coming home from work and wearing a Stop Homelessness button. The bus is very slow but the older woman sitting next to you is friendly and you are chatting. In the conversation, you discover this woman often gives money to charities. She asks you about your button. This is a great opportunity to tell a compelling story.

What is your story?